"Publishing collector's editions for the advanced comic art/illustration collector."

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THE SUPERMAN MEETS STAR WARS NEWSLETTER!

News time! What's new, you say? Listen up, out there in Collectorland, 'cause Ol' Russ has a couple of surprises for you! And you never even suspected that we have been hard at work here on a fantastic 50th Birthday SUPERMAN book and a three-volume set of STAR WARS books! So, read on, McDuff...

And, I want you to know, this is not an announcement of something that is going to be published years from now, like some of my long-lived projects, which have produced long-suffering Russ Cochran supporters who wait so patiently and painfully for what seems like ages for me to get it finished! Nope, this one's just right around the corner...you won't believe it, but it's true!

First, if you haven't already noticed it, enclosed is a 4-page color brochure describing The Adventures of Superman Collecting. Let me tell you about how this book came to be. Ever since Superman's debut in ACTION COMICS #1 in 1938, he has captured the imagination of both children and adults (what's the difference?) and has appeared not only in comic books, but in Sunday newspaper strips, feature films, Saturday matinee serials, radio shows, and in countless merchandising, advertising, and promotional objects...and these objects are all collectibles for the Superman fan. The mighty image of Superman has appeared on WW II defense posters, on bread and candy wrappers, on all types of clothing, and as telephones, lunch boxes, toys and games and puzzles, and just about anything you can think of!

My good friend Harry Matetsky of Baldwin, New York has been a serious collector of Superman items for most of his life, and about a year ago I was sitting in his home looking over some of the Super items in his collection when we got the idea for this book...a book like no other book, which would concentrate totally on capturing as many of these rare collectibles as possible between the covers of this 224-page, full color, limited edition, slipcased, very deluxe book!

Harry is a devoted, serious collector, but there were still quite a number of very rare (some one-of-a-kind) Superman items that had eluded him over the past forty years, so we contacted other Superman collectors like Danny Fuchs, Gary Coddington, Ron Silverstein, and others. What Harry didn't have in his own collection, we found in these other collections.

After presenting the idea to DC Comics, where Jenette Kahn, Paul Levitz, and Joe Orlando enthusiastically approved our project, Harry and I travelled to the homes of these collectors where, with the help of professional photographers, we photographed (in color) any items which Harry didn't have in his own collection. We spent more than a week in California, and left no stone unturned to find any item to photograph for the book. And when we were finished, we had over 500 color transparencies of Superman collectibles. After editing out some of the more recent and more common items, we ended up with over 400 color photos in the book.

Publisher of: **THE COMPLETE EC LIBRARY** (in twenty slipcased sets of hardcover volumes)
THE EDGAR RICE BURROUGHS LIBRARY OF ILLUSTRATION (three deluxe hardcovers in slipcase)
THE ADVENTURES OF SUPERMAN COLLECTING (1988)
THE COMPLETE STAR WARS (newspaper strips written by Archie Goodwin and illustrated by Al Williamson; three hardcovers in slipcase) (1988)

The Adventures of Superman Collecting is primarily a book of pictures, but putting them all together in a logical sequence and connecting them with bits of text and accurately captioning the photographs meant that we needed a professional writer and a professional layout person to put it all together. Harry started working for PHOTOPLAY magazine in the early 1950s, and worked in New York (Harry calls it "the jungle") for over thirty years in the magazine publishing field, where he advanced from flunky to layout man to publisher. Along the way he met and married a lovely lass named Amanda, who worked with Harry in the magazine business for over fifteen years before they both retired a couple of years ago. So Harry the layout man and his wife Mandy the writer agreed to come out of retirement for a short time to work on this monumental book, and for the last year they have been pasting-up stats, writing copy, and setting type.

And, believe it or not, as you read this newsletter which contains the very first announcement of the publication of this book, it is being printed! Yep, it's already at the printer now, it will go to the bindery in April, and will be ready to ship to 2500 lucky collectors in June! Yeah...I mean June 1988!!

As always, since you are on my mailing list, you are hearing about this first, so you have first chance at these 2500 copies, each of which is numbered, and you'll be getting the lowest numbers available by ordering directly from me as soon as you can. Actually, only 2250 copies will be sold, because DC Comics wants 250 copies for their own use!

Within the next few weeks, the major direct distributors who supply the comic ships all over the world will be soliciting orders for this book. I believe I am correct that there are between 700 and 1000 comic shops now...so if each shop orders an average of 3 copies of this book, it will be an immediate sell-out, and that doesn't even take into account the copies that will be sold through this very newsletter!

The Adventures of Superman Collecting will retail for $200. per copy. About eight years ago, Bruce Hamilton and I formed a new company and called it Another Rainbow Publishing. Our first project was for Disney...the limited edition book The Fine Art of Walt Disney's Donald Duck by Carl Barks. This was very similar to the new Superman book in size and quality, and it, too, retailed for $200. Many skeptics told us that we would never be able to sell the edition of 1875 copies at such a high price, but the edition sold out in less than three months! Today, try to find one of those 1875 copies. If you do find one, Another Rainbow is buying them back for $400. each, and re-selling them for $500. each!

So whether you think of purchasing this $200. book for the pure enjoyment of looking at the photos and reading the text and treasuring it, or if you buy it as an investment, either way you can't lose. The smart thing to do would be to buy two copies. Keep one of them forever and sell the other one when the price has doubled! Just as with everything I sell, the book comes with a complete-satisfaction-or-your-money-back guarantee. I want happy customers on my mailing list. That's the only kind of customer I have...satisfied with the product I sell. If you are impossible to satisfy, then I'll just drop you from my mailing list, so that my mailing list consists of 100% satisfied customers!

Order NOW to get the lowest possible number. Because you are my valued customer, you will not only get the lowest numbers, your books will be shipped first, and what's more, your pre-publication price for the book if you order it from me before it is ready to ship in June is $160. plus $5. postage! As with

all of my pre-publication offers, the price of $165. will expire on the day that the bindery has completed the job and the books are ready to ship. After that day (in June) the regular retail price of $200. will apply until all copies are sold.

So, don't wait!! Use the special order blank enclosed to place your order today. If you prefer, you may send a deposit of $65. to hold your copy and secure your number, but you must pay the balance of $100. before June first. Some of my customers have special numbers that they want to reserve...in my case, my "lucky number" is 237, and I already have my name on that number!...so you may choose between the lowest available number or some other special number, if it isn't already taken by another buyer. On the order blank, please specify whether you want some special number, or just the lowest available number. If you have copy #333 of the Another Rainbow Fine Art of Donald Duck by Barks, and copy #333 of my three-volume set The Edgar Rice Burroughs Library of Illustration, then you'll probably want copy #333 of The Adventures of Superman Collecting. The only way that can happen is for me to receive your order for copy #333 before someone else reserves that number, or we reach that number chronologically. If you do want a special specific number, you should order immediately to avoid being disappointed.

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Whew! That was Superman, now what about STAR WARS? Well, rest easy, I'm not gonna ask you for any money now for STAR WARS...I'll do that in the next newsletter! But I do want to tell you a few things about the STAR WARS 3-volume set.

This is the first project that came to me rather than me going after it. George Lucas is an EC fan and has my EC Library volumes, so he is familiar with my high standards and he also knows that I have known and worked with Al Williamson for over fifteen years. Last Fall I received a call from Lucasfilm asking if I would be interested in making a proposal to publish the complete run (more than three years' worth) of syndicated newspaper strips of STAR WARS, written by old pal and fellow EC fan Archie Goodwin and illustrated by master EC science-fiction artist Al Williamson! Was I interested? Does a hobby horse have a hickory heiney?

So I proposed to Lucasfilm that I would like to collect the STAR WARS strips, all the dailies and all the Sundays, in three hardcover volumes, contained in a slipcase, much like sets of the EC LIBRARY except the volumes will be slightly larger. In addition to all the newspaper strips, Al Williamson agreed to do three new cover illustrations for the three volumes, and George, Archie, and Al each agreed to write a brief introduction to the volumes. Volume One will have an introduction by George Lucas, Volume Two by Archie Goodwin, and Volume Three by Al Williamson. All of the strips will be reproduced from the original artwork! Yep, Al, that sly old fox, kept it all, every single daily and every single Sunday. Al is such a perfectionist that he insisted on re-drawing and re-inking a few of the strips which were ghosted by another artist!

That's about all I'm gonna tell you right now about STAR WARS...but you can be sure that there will be another newsletter in a few months with more specifics and a pre-publication offer!

* * * * * * * * *

Which brings us back to EC. Back Home. As I'm sure you know by now, The Complete MAD is finished, in full color, and is getting rave reviews everywhere. This is the twelfth set in the Complete EC Library. We are now working on the New Direction titles PIRACY, EXTRA, PSYCHOANALYSIS, ACES HIGH, VALOR, IMPACT, and

M.D., and most of the work is done on these. We are in final typesetting and stripping phase and these two sets of New Direction books will be ready for you by summertime. Then it's on to the Pre-Trend titles like CRIME PATROL, WAR AGAINST CRIME, GUNFIGHTER, etc., to be followed by the 3-D ECs, the Picto-Fiction titles, and finally a complete index and checklist to complete the 20-set EC LIBRARY.

Then I'm gonna take a vacation and go swim with some dolphins.

All of the sets of the EC LIBRARY printed so far (12 of them) are still available, but as some titles go out of print I probably will not reprint them, so you should not wait too long to order these. See the order blank enclosed for prices and information. I no longer have a subscription plan to the EC LIBRARY. Instead, I give you a discount if you order several sets...the more sets you order, the better the discount, which figures out to be about the same as the subscription prices used to be.

The $4.95 softcover EC Classics are still available...we're up to #11 now, and all eleven issues are available. Just as with the EC LIBRARY, the more of the EC Classics you order, the better the discount...see the order blank for details on prices and discounts.

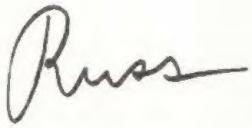
For all you collectors of original artwork, my Comic Art Auction is now in its 33rd issue, and by the end of 1988 we will have completed selling all of the EC "New Trend" artwork and in 1989 will start selling "New Direction" artwork. All of the artwork for MAD comics #1-23 is sold, and we will start selling the art for MAD magazine, starting with issue #24, later this year. A one-year subscription to my Comic Art Auction (4 issues) is $20.

To order any of these items mentioned in the newsletter, see the order blank enclosed, or you may call the toll-free number 1-800-EC CRYPT. Please use this 800 number for orders ONLY!! If you have a question to ask and are not placing an order, please use either (417)-256-2224 or 256-2226. These numbers are answered from 8 AM to 5 PM Monday through Friday, except holidays. I unplug these phones after 5 PM Central Time and on weekends, so I can sleep and have some quiet personal time with my family, so please do your calling during these normal business hours. The only days that the two regular numbers 2224 and 2226 are operative in the evenings are on the Auction nights in March, June, September, and December.

Once again I want to close this letter by thanking you for your orders, for your patience with me when my books are late, and for allowing me to earn my living by reprinting this great comic art material which deserves to be preserved in a permanent format for future generations.

There's a big full color book of movie posters lurking somewhere in the depths of my addled brain, but it hasn't squoze itself out yet, so let me know if you have any great old movie posters from before 1950. My biggest want in movie posters right now is a one-sheet for the Johnny Weissmuller-Maureen O'Sullivan TARZAN THE APE MAN (1932, M-G-M)...I'll pay BIG BUCKS for one!

UMGOWAH!



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OCTOBER, 1988

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MAD WATCHES: ☐ Wind-up, 8001, $25. ☐ Quartz Sport, 8002, $35. ☐ Quartz Dress, 8003, $50.

PLEASE READ! HOW TO ORDER:

Make checks and money orders payable in US Funds only. All prices postpaid with these exeptions: Canadian customers should add $15. per set, and other foreign customers should add $20. per set, to cover postage and handling of the **COMPLETE EC LIBRARY**. We ship UPS to US addresses unless you specify otherwise.

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